

# Lecture 2- The Sociological Imagination

Thursday, January 9, 2020

11:42 AM

- HM 51= library code
- Patterns of behavior (social patterns)
  - Example: women pay more for haircut/dry-cleaning than men. Why? It is more work to cut women hair compared to a man
  - Nurses are assumed to be female. If they are male they assume that they are gay
- ★ MIDTERM: What is the sociological imagination- it is the relationship between personal experiences and the larger society (coffee example below)
- Enables us to see how seemingly small issues become a public issue when relevant
- ★ MIDTERM: What can you do with the sociological imagination
- A cultural setting can give meaning to a substance:
  - Coffee: significance varies culture to culture
  - People meet to have coffee
  - It is not just a substance, but it is a social lubricant, it allows social interactions
  - Coffee is a stimulant- it gives people a boost
  - Coffee is acceptable in the culture
    - Ex: at work you can drink coffee whereas alcohol it is illegal to drink it at work
  - Coffee is socially available
  - Can improve a countries relationship with another
    - Trade- economic, social
- We need to develop a global economic social imagination
  - There are millions of gallons of coffee consumed a day
- Coffee is not purely a private matter but it is more than that It involves the world, politics, social interactions, etc.....
- Using sociological imagination will result in seeing the strange and unfamiliar
  - Gives up seeing what human behaviour normally do but to accept that social patterns guide our behaviours
  - Learning to see how patterns shape us may take practice



- ~ Learning to see how patterns shape us may take practice
- We are not simply individuals but we follow patterns in our culture
- The first view of sociology (peter Berger's) things are not what they seem.

